



## Family Service Agency of the Monterey Peninsula

544 Pearl Street  
Monterey, CA 93940  
Telephone (408) 373-4421  
Fax (408) 373-7410

*Fyi*

December 10, 1996

Ms. Amanda Piper  
Director of Marketing  
KCCN  
1150 Moffett  
Salinas, CA 93905

RE: Sponsorship Proposal

Dear Ms. Piper:

Thank you for the valuable information you provided me at the United Way's Media Workshop last Thursday. I am extremely grateful for your help and consideration of KCCN's sponsorship of the Family Services Agency of the Monterey Peninsula.

FSA's Fiftieth Anniversary is scheduled for April 20, 1997. The Board of Directors intends to use this celebration of "Families" as a event to thank the many individuals and organizations that have supported and guided FSA over the past 50 years and into the 21<sup>st</sup> Century.

Please find enclosed a copy of our latest newsletter and our Celebrate Families pamphlet. They will provide you with additional information about FSA, as well as some helpful tips to get you through the stress of the Holiday Season.

I look forward to hearing from you. Again, thank you for your consideration. If you have any questions or need further information, please call me at 373-4421.

Sincerely,

Dorothy Laage,  
Development Associate

Employee ID #94-1156274





December 11, 1996

Mark Faylor  
KCBA TV 35/KCCN TV 46  
P.O. Box 3560  
Salinas, CA 93912

Dear Mark:

Congratulations! We are pleased and thrilled to let you know that you have been selected as the Chamber's 1996 Volunteer of the Year. The nomination committee met yesterday and you were selected for your commitment and outstanding contributions to the Chamber.

We are very excited to be honoring you at the Salinas Valley Chamber of Commerce Annual Awards Luncheon on Wednesday, February 5, 1997 at the Salinas Community Center.

Prior to the luncheon you will be contacted by Chamber staff with further details. Your volunteer efforts on behalf of the Chamber are greatly appreciated and truly deserving of this recognition. We look forward to recognizing all of your efforts at the February 5th luncheon.

Again, congratulations.

Sincerely,

Kevin McWilliams, D.D.S.  
President



Mark - FYI  
- AP

# First Night Santa Cruz

A NEW YEAR'S EVE CELEBRATION OF THE ARTS

13 December 1996

Amanda Piper  
KCCN  
1550 Moffett Street  
Salinas, CA 93905

Dear Ms. Piper:

**Here they are!** Your First Night Santa Cruz 1997 admission buttons and programs -- part of our **thank you!** for your support of First Night Santa Cruz.

Because you are a **Premier Sponsor**, included in this packet are **30 buttons and 6 family invitations** to the special sponsors hospitality suite. Please remember to present your invitations at the door.

Information on artists and last minute program changes will be included in the final First Night program which will be inserted into the December 24 issue of Good Times and available during the event. Don't miss your name on the "Sponsors and Supporters" page in that final First Night program.

We hope you greatly enjoy this year's First Night Santa Cruz celebration. We also hope you feel very proud, knowing that you helped make it all possible. If you have any questions beforehand, please feel free to call us at 425-7277.

Happy Holidays and Happy New Year!

Most sincerely,

*Melodye Serino*  
Melodye Serino  
Executive Director

Wow! You guys are great. I see our ads a lot & I'm hardly even home to watch TV. You & your staff have done a great job. Thanks!! Looking forward to a strong partnership in the year ahead.

December 9, 1996

Mr. Mark Faylor  
KCBA-TV 35 and  
KCCN-TV 46  
1550 Moffett Street  
Salinas, CA 93905



Dear Mark:

We humbly thank you, KCBA-TV 35 and KCCN-TV 46 for your most generous contribution to "Streets of Bethlehem" for 1996. Without business support such as yours, our dreams would be unable to materialize and the message would not be heard. Steve was especially patient and helpful in editing the commercial, and we may never know the number of lives which were impacted because of your altruism.

Someone once wrote *"In each heart lies a Bethlehem, an inn where we must ultimately answer whether there is room or not...When we are Bethlehem-bound we can no longer look the other way, conveniently not seeing stars nor hearing angel voices...This year let's go to Bethlehem and see this thing that God has made known to us."* Your support helped bring that dream to reality again this year. The crowds were larger, the excitement greater and the lives that were impacted with the reality of Christ was incomparable.

This project has become bigger than any individual, committee or church. This is a community endeavor that allows the Christian body to join hands, voices and creative expression to demonstrate the miracle and wonder of the birth of God's Son, our Savior. You certainly made this year's event more meaningful and marvelous.

We tried to celebrate the extensive involvement of so many partners in this experience: 25,000 fliers were distributed; 10,000 cards were handed to folks as they left the "Streets"; and newspaper ads were used to identify our partners. Enclosed we've included a flier and card for your reference.

May your Christmas be brighter and more joyous because you helped so many of your neighbors get into the "reason for the season". May 1997 find you growing, discovering, and aware of the miracle and might of God.

With much gratitude and joy,

*Ken Feske*  
Reverend Ken Feske  
Pastor

KF:keo  
enclosures

*Kevin McWilliams, D.D.S.*  
Kevin McWilliams, D.D.S.  
General Chair  
*Howe you*



**GIRL SCOUTS**

Girl Scouts of  
Monterey Bay  
10550 Merritt Street  
Castroville, CA 95012-3311  
(408) 372-8048 / 633-4877  
1-800-MB GIRLS  
FAX 633-4029

January 24, 1997

Ernie Hierro  
KCCN  
P.O. Box 3560  
Salinas, CA 93912

Dear Ernie:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent camera work you provided at our First Annual Cookie Rally, January 11, 1997.

The girls enjoyed being filmed and we were impressed with the natural way you worked with them. It isn't easy diving into a group of 550 girls to do anything but you did so with confidence, filming all aspects of this event.

We really appreciate the time and energy you put into this event. Keep up the good work and thanks again.

Sincerely,

Evelyn J. Brown  
Director of Development and Communications

CC News Director

EB/lr



A United Way Agency

VALLEY ADVOCACY  
COMMUNICATION CENTER  
OF, BY, AND FOR THE DEAF

January 7, 1997

Mr. Mark Faylor, General Manager  
KCCN & KCBA  
1550 Moffett  
Salinas, CA 93905

Dear Mr. Faylor:

On behalf of Valley Advocacy & Communication Center for the Deaf and Hard of Hearing (V.A.C.C.), please accept our appreciation for the much needed coverage given to our agency by your stations on 12/23/96.

First of all, thank you to Karina Rusk, for seeing the importance of covering the impending loss of services and the hardship to our community V.A.C.C.'s closure would bring.

Jinah Kim, did an excellent job of reporting and seeking information on not just the immediate problem, but also background information on the local Deaf and Hard of Hearing Community.

Kevin Tosolini's camera work added greatly to conveying the message of the story, by making an invisible disability more visible.

Ed Bradford and Colleen Odegard's presentations of the story, combined with their own personal interest and concern added greatly to the news segments.

Robert Flores' follow up interest in the story and his work throughout are greatly appreciated.

We also wish to express our appreciation to the many others involved in producing these news segments.

The community interest and willingness to be of assistance shown by John Freeman, Caroline Avedesian, Maleene Osuna and Marilyn Getas, are also very much appreciated.

The assistance you and your stations have given us in the past through news coverage and PSAs is greatly appreciated. As we face a new year, we are hopeful that V.A.C.C. will be able to continue serving Monterey County's deaf, hard of hearing and hearing residents and visitors. We look forward to the opportunity of working with you and the team of professionals you employ serving our community.

Thank you and best wishes for a Happy and Healthy New Year. If V.A.C.C. may be of service to you, please contact us.

Sincerely,



Wayne Johnson

Information and Referral

cc: Karina Rusk, Jinah Kim, Kevin Tosolini, Ed Bradford, Colleen Odegaard,  
Robert Flores, John Freeman, Caroline Avedesian, Maleene Osuna,  
Marilyn Getas.

Pacific Gas and Electric Company

Central Coast Division  
356 East Alisal Street  
P.O. Box 81171  
Salinas, CA 93912  
408/755-3300

Robert A. Stump  
Manager



January 13, 1997

Mr. Mark Faylor, News Director  
KCBA-TV/KCCN-TV  
1550 Moffett  
Salinas CA 93905

Dear Mr. Faylor:

The past couple of weeks have been difficult ones for Santa Cruz and Monterey county residents. Heavy rains, flooding, strong winds and mud slides have presented tough challenges. There were power outages, too, as many trees, left vulnerable by saturated ground, fell into PG&E power lines and cut off electric service to many customers.

PG&E crews responded quickly to restore power. Your stations provided crucial links between PG&E and its customers, allowing us to tell folks what areas were affected and when they might expect to have their lights back on. For that, we thank you.

California weather presents unique problems for all of us. With the new year barely under way, we're likely to see several more days of stormy weather. We look forward to working with your reporters and crews to provide the information your viewers and our customers need about local energy service.

Again, thank you for your help. Please call me directly if I can be of assistance in the future.

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert A. Stump".

Robert A. Stump

RAS:scb



# ***Marty Franich* ... FORD ... LINCOLN ... MERCURY ... INC.**

550 AUTO CENTER DRIVE • WATSONVILLE, CA 95076 • (408) 722-4181 • FAX (408) 724-1853

Hunter Finnell  
1550 Moffet Street  
Salinas CA 93905

January 15, 1997

Dear Hunter,

I would like to thank you for taking time out of your busy schedule to talk to the Freedom Rotary on Tuesday.

Your program was very motivating as well as interesting. The members thanked me for getting an interesting speaker. Also thanks for mentioning our club on your 6:00 news program.

Sincerely,

Thomas C. Johnson

cc. Mark Faylor, GM KCCN  
Stephen Rickard, President Freedom Rotary  
Jeff Kane, Program Chairman Freedom Rotary



Mark-  
Fyll-  
AF

January 16, 1997

Amanda L. Piper  
Marketing Director  
KCCN CBS 46  
1550 Moffett Street  
Salinas, CA 93905

Dear Amanda,

I am writing on behalf of UCSC Arts & Lectures to thank you for your recent coverage of our upcoming event *This Poetry Thang*. We appreciated your postcard informing us that the event would be announced on your program, "Eye On The Homefront".

We will continue to notify you of upcoming Arts & Lectures events. Please contact us if you'd ever like additional information than what we provide.

Sincerely,

Cecilie Hitchcock  
Publicity Assistant



**GIRL SCOUTS**

Girl Scouts of  
Monterey Bay  
10550 Merritt Street  
Castroville, CA 95012-3311  
(408) 372-8048 / 633-4877  
1-800-MB GIRLS  
FAX 633-4029

January 16, 1997

Alissandra Dramov  
KCCN  
P.O. Box 3560  
Salinas, CA 93912

Dear Alissandra:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent reporting job you did at our First Annual Cookie Rally, January 11, 1997 at Monterey High School.

You were professional and your patience put everyone at ease. You asked questions that allowed you to develop a clear picture of this event, and you took the time to make everyone feel important and part of the story. We couldn't have asked for better reporting.

Your fine work and your stations commitment to community news is to be commended.

Keep up the good work, and thanks again.

Sincerely,

Evelyn J. Brown  
Director of Development and Communications

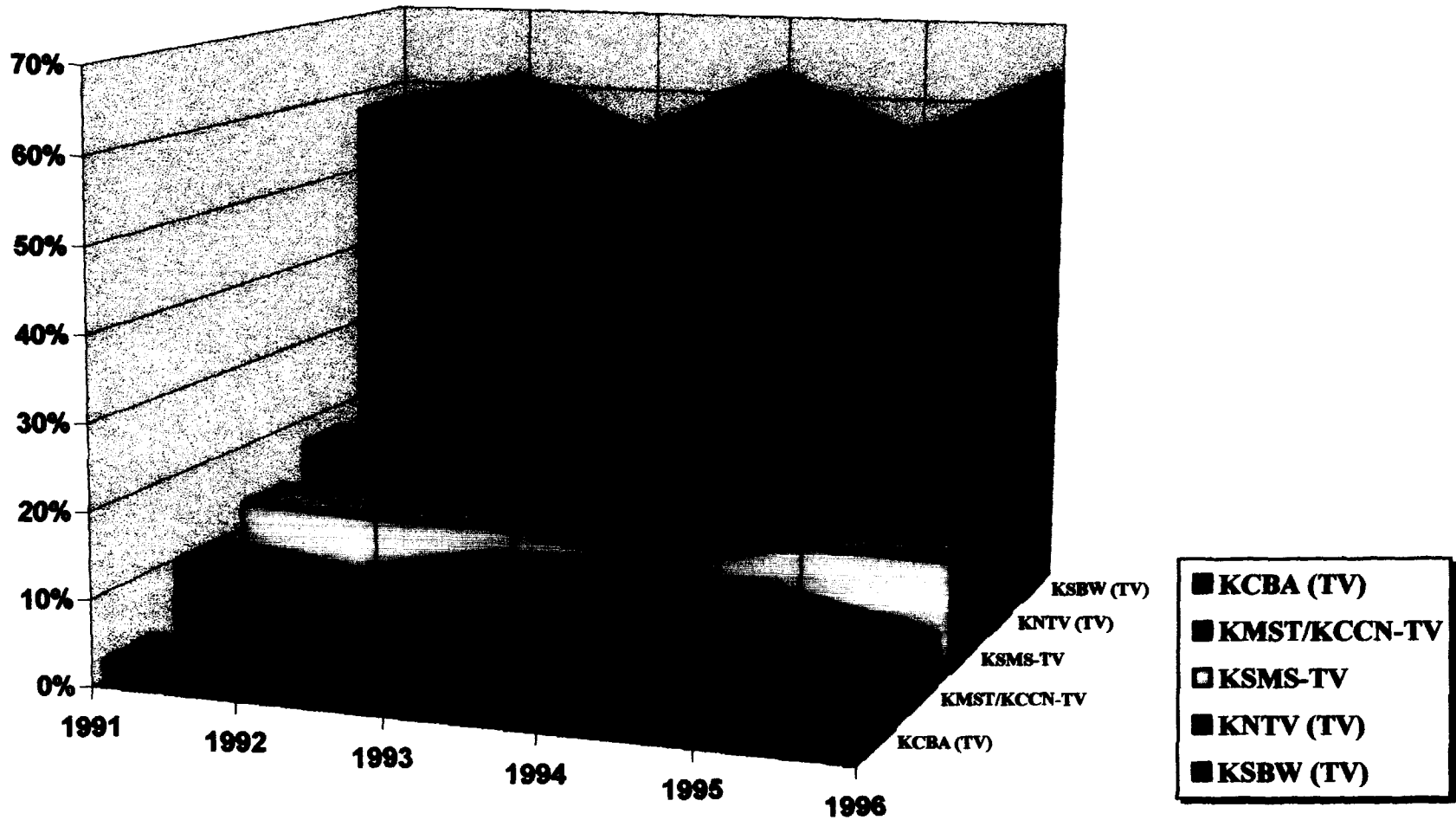
CC News Director

EB/lr



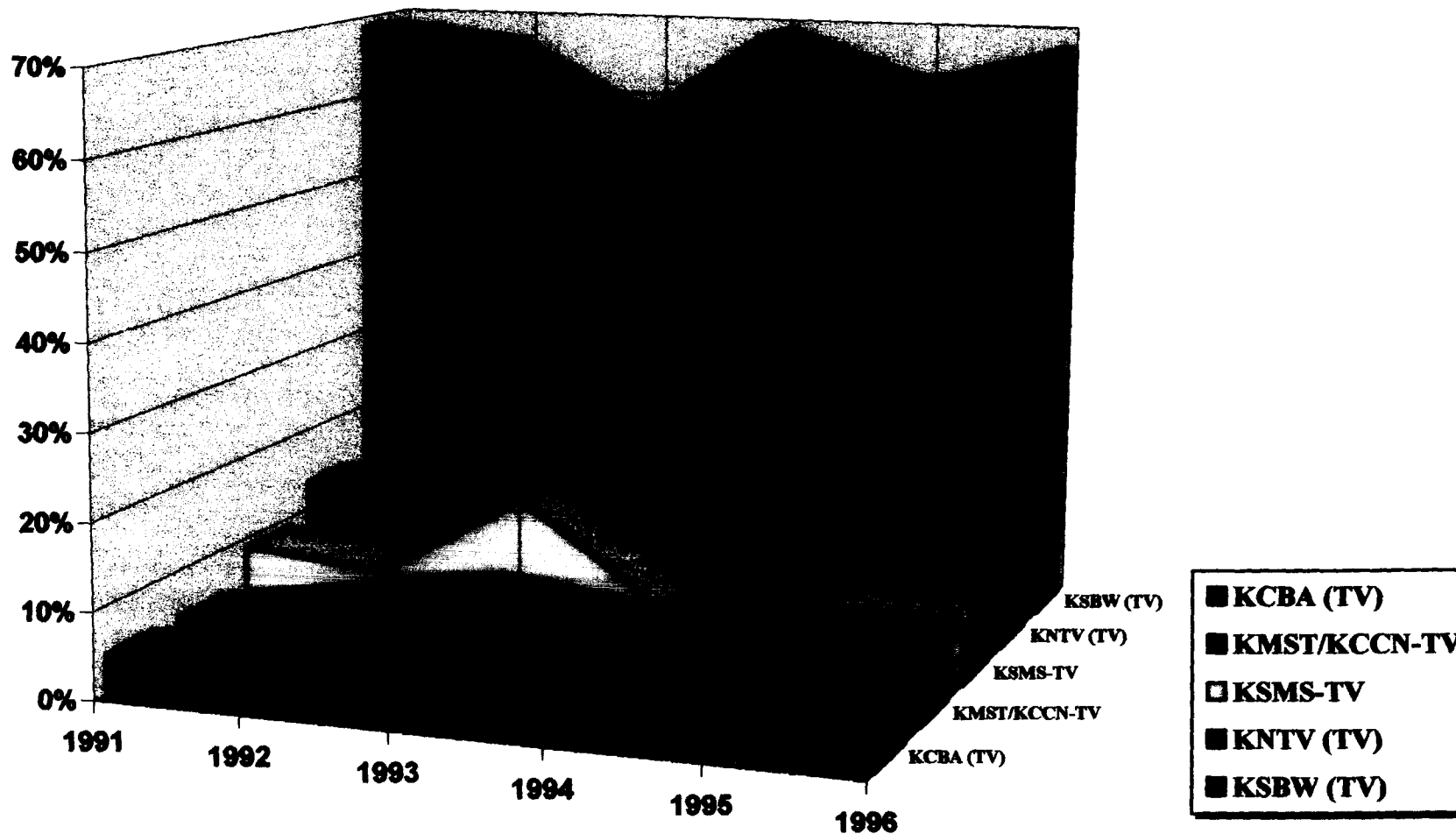
**MONTEREY- SALINAS, CA DMA**  
**TOTAL NEWS RATINGS FROM 1991 - 1996**  
**Monday thru Friday**

**NOVEMBER NIELSEN PERCENTAGES**



# **MONTEREY- SALINAS, CA DMA** **LOCAL NEWS RATINGS FROM 1991 - 1996** Monday thru Friday

## **NOVEMBER NIELSEN PERCENTAGES**



**MONTEREY-SALINAS, CA DMA**  
**TOTAL NEWS RATINGS FROM 1991 - 1996**  
Monday thru Friday

**NOVEMBER NIELSEN PERCENTAGES**

	<b>KSBW(TV)</b>	<b>KNTV(TV)</b>	<b>KMST/KCCN-TV</b>	<b>KCBA(TV)</b>	<b>KSMS-TV</b>
<b>1991</b>	<b>57.7%</b>	<b>17.1%</b>	<b>9.8%</b>	<b>2.4%</b>	<b>13.0%</b>
<b>1992</b>	<b>61.8%</b>	<b>15.3%</b>	<b>7.6%</b>	<b>2.8%</b>	<b>12.5%</b>
<b>1993</b>	<b>54.9%</b>	<b>19.4%</b>	<b>11.1%</b>	<b>2.1%</b>	<b>12.5%</b>
<b>1994</b>	<b>63.2%</b>	<b>12.1%</b>	<b>10.9%</b>	<b>4.0%</b>	<b>9.8%</b>
<b>1995</b>	<b>55.9%</b>	<b>15.2%</b>	<b>9.7%</b>	<b>6.2%</b>	<b>13.1%</b>
<b>1996</b>	<b>64.4%</b>	<b>12.3%</b>	<b>6.1%</b>	<b>4.3%</b>	<b>12.9%</b>

**NOVEMBER NIELSEN RATINGS\*\*\***

	<b>KSBW(TV)</b>	<b>KNTV(TV)</b>	<b>KMST/KCCN-TV</b>	<b>KCBA(TV)</b>	<b>KSMS-TV</b>
<b>1991</b>	<b>71</b>	<b>21</b>	<b>12</b>	<b>3</b>	<b>16</b>
<b>1992</b>	<b>89</b>	<b>22</b>	<b>11</b>	<b>4</b>	<b>18</b>
<b>1993</b>	<b>79</b>	<b>28</b>	<b>16</b>	<b>3</b>	<b>18</b>
<b>1994</b>	<b>110</b>	<b>21</b>	<b>19</b>	<b>7</b>	<b>17</b>
<b>1995</b>	<b>81</b>	<b>22</b>	<b>14</b>	<b>9</b>	<b>19</b>
<b>1996</b>	<b>105</b>	<b>20</b>	<b>10</b>	<b>7</b>	<b>21</b>

\*\*\* Cumulative new ratings for all day parts.

**MONTEREY-SALINAS, CA DMA**  
**LOCAL NEWS RATINGS FROM 1991 - 1996**  
Monday thru Friday

**NOVEMBER NIELSEN PERCENTAGES**

	<b>KSBW(TV)</b>	<b>KNTV(TV)</b>	<b>KMST/KCCN-TV</b>	<b>KCBA(TV)</b>	<b>KSMS-TV</b>
<b>1991</b>	<b>68.7%</b>	<b>13.4%</b>	<b>4.5%</b>	<b>4.5%</b>	<b>9.0%</b>
<b>1992</b>	<b>66.7%</b>	<b>13.0%</b>	<b>7.3%</b>	<b>5.8%</b>	<b>7.3%</b>
<b>1993</b>	<b>57.5%</b>	<b>11.3%</b>	<b>10.0%</b>	<b>3.8%</b>	<b>17.5%</b>
<b>1994</b>	<b>69.3%</b>	<b>9.1%</b>	<b>8.0%</b>	<b>8.0%</b>	<b>5.7%</b>
<b>1995</b>	<b>63.3%</b>	<b>8.9%</b>	<b>8.9%</b>	<b>11.4%</b>	<b>7.6%</b>
<b>1996</b>	<b>67.8%</b>	<b>8.9%</b>	<b>8.9%</b>	<b>7.8%</b>	<b>6.7%</b>

**NOVEMBER NIELSEN RATINGS\*\*\***

	<b>KSBW(TV)</b>	<b>KNTV(TV)</b>	<b>KMST/KCCN-TV</b>	<b>KCBA(TV)</b>	<b>KSMS-TV</b>
<b>1991</b>	<b>46</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>6</b>
<b>1992</b>	<b>46</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>5</b>
<b>1993</b>	<b>46</b>	<b>9</b>	<b>8</b>	<b>3</b>	<b>14</b>
<b>1994</b>	<b>61</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>
<b>1995</b>	<b>50</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>6</b>
<b>1996</b>	<b>61</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>6</b>

\*\*\* Cumulative new ratings for all day parts.



# Salinas-Monterey, CA

## News Rating 10-Year History

1987		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	0			
2	630	3	1	1		
3	700	7	4	1		
4	730	8	4	1		
5	800	8	3	1		
6	830	7	3	1		
7	1130	2				
8	Noon					
9	500	5		5		
10	530	11	2	5		
11	600	11	2	7		
12	630	11	2	7		
13	1000					
14	1030					
15	1100	6	1	3		
Total Ratings		62	22	32	0	0
Total 1/2 hours		12	10	10		
Total Rating/1/2 hour		6.83	2.20	3.20		
1988		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	1			
2	630	4	1	0		
3	700	7	3	1		
4	730	7	3	1		
5	800	6	3	1		
6	830	6	3	1		
7	1130	3				
8	Noon					
9	500	8	2	2		
10	530	12	3	2		
11	600	13	3	3		
12	630	12				
13	1000					
14	1030					
15	1100	8	3	3		
Total Ratings		89	25	14	0	0
Total 1/2 hours		12	10	9		
Total Rating/1/2 hour		7.42	2.50	1.56		
1989		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	0	0		
2	630	5	1	0		
3	700	7	2	2		
4	730	6	2	2		
5	800	6	2	2		
6	830	6	2	3		
7	1130	3				
8	Noon					
9	500	9	2	3		
10	530	12	2	3		
11	600	13	2	2		
12	630	11				
13	1000					
14	1030					
15	1100	7	2	1		
Total Ratings		88	17	18	0	0
Total 1/2 hours		12	10	10		
Total Rating/1/2 hour		7.33	1.70	1.80		

1990		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	0			
2	630	4	0	0		
3	700	6	4	1		
4	730	6	4	1		
5	800	5	4	1		
6	830	5	4	1		
7	1130	4				
8	Noon					
9	500	10	1			
10	530	13	2		1	
11	600	13	2	2	1	7
12	630	11		2		7
13	1000				2	2
14	1030					2
15	1100	6	2	2		
Total Ratings		86	23	10	4	18
Total 1/2 hours		12	10	8	3	4
Total Rating/1/2 hour		7.17	2.30	1.25	1.33	4.50

1991		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	0			
2	630	4	1	1		
3	700	4	3	2		
4	730	4	3	2		
5	800	4	3	1		
6	830	4	3	1		
7	1130	1				
8	Noon			1		
9	500	8	2	1		
10	530	12	3	2		5
11	600	11	2	1		5
12	630	10				6
13	1000				2	
14	1030				1	
15	1100	6	1			0
Total Ratings		71	21	12	3	16
Total 1/2 hours		12	10	9	2	4
Total Rating/1/2 hour		5.92	2.10	1.33	1.50	4.00

1992		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	1			1
2	630	4	1	0		
3	700	7	3	1		
4	730	7	2	1		
5	800	6	2	1		
6	830	6	2	1		
7	1130	2	1			
8	Noon					
9	500	11	2			4
10	530	17	4	2		4
11	600	11	2	2		4
12	630	10				5
13	1000			3	2	
14	1030				2	
15	1100	5	2			0
Total Ratings		89	22	11	4	18
Total 1/2 hours		12	11	8	2	6
Total Rating/1/2 hour		7.42	2.00	1.38	2.00	3.00

1993		KSBW	KNTV	KCCN	KCBA	KSMS
1	600	2	1	0		
2	630	3	1			
3	700	5	4	2		
4	730	6	4	1		
5	800	5	3	1		
6	830	4	3	1		
7	1130		1			
8	Noon					
9	500	10	2			4
10	530	13	5	2		4
11	600	13	2	3		5
12	630	11		3		4
13	1000				2	
14	1030				1	
15	1100	7	2	3		1
Total Ratings		79	28	15	3	18
Total 1/2 hours		11	11	9	2	5
Total Rating/1/2 hour		7.18	2.55	1.75	1.50	3.60
1994		KSBW	KNTV	KCCN	KCBA	KSMS
1	600	5	1	0		
2	630	7	1	0		
3	700	10	3	2		
4	730	9	2	2		
5	800	7	3	2		
6	830	7	2	2		
7	1130	2	1			
8	Noon					
9	500	14	2	2		4
10	530	16	3	4		4
11	600	14	2	2	2	4
12	630	11				4
13	1000				3	
14	1030				2	
15	1100	8	1	3		1
Total Ratings		110	21	19	7	17
Total 1/2 hours		12	11	10	3	5
Total Rating/1/2 hour		9.17	1.91	1.90	2.33	3.40
1995		KSBW	KNTV	KCCN	KCBA	KSMS
1	600	4	1			
2	630	4	1			
3	700	5	3	1		
4	730	5	3	1		
5	800	4	3	1		
6	830	4	3	1		
7	1130	2	0			
8	Noon					
9	500	11	1	2		4
10	530	13	3	3		4
11	600	12	2	3		5
12	630	10				5
13	1000				5	
14	1030				4	
15	1100	7	2	2		1
Total Ratings		81	22	14	9	19
Total 1/2 hours		12	11	8	2	5
Total Rating/1/2 hour		6.75	2.00	1.75	4.50	3.80

**Salines**

1988		KSBW	KNTV	KCCN	KCBA	KSMS	
1	600	5	1			0	
2	630	6	1				
3	700	9	3	0			
4	730	8	3	0			
5	800	6	2	0			
6	830	5	2	0			
7	1130		0				
8	Noon	2					
9	500	12	1	2		5	
10	530	15	2	2		5	
11	600	14	2	2		5	
12	630	13	2	2		5	
13	1000				4		
14	1030				3		
15	1100	9	1	2		1	
Total Ratings		105	20	10	7	21	
Total 1/2 hours		12	12	9	2	6	
Total Rating/1/2 hours		8.75	1.67	1.11	3.50	3.50	
Total 1/2 hours		KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1987		12	10	10	0	0	32
1988		12	10	9	0	0	31
1989		12	10	10	0	0	32
1990		12	10	8	3	4	37
1991		12	10	9	2	4	37
1992		12	11	8	2	6	39
1993		11	11	9	2	5	38
1994		12	11	10	3	5	41
1995		12	11	8	2	5	38
1996		12	12	9	2	6	41

Total Rating/1/2 hours		KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1987		6.83	2.20	3.20	0.00	0.00	12.23
1988		7.42	2.50	1.56	0.00	0.00	11.47
1989		7.33	1.70	1.60	0.00	0.00	10.63
1990		7.17	2.30	1.25	1.33	4.50	16.55
1991		5.92	2.10	1.33	1.50	4.00	14.85
1992		7.42	2.00	1.38	2.00	3.00	15.79
1993		7.18	2.55	1.78	1.50	3.60	16.61
1994		9.17	1.91	1.90	2.33	3.40	18.71
1995		6.75	2.00	1.75	4.50	3.80	18.80
1996		8.75	1.67	1.11	3.50	3.50	18.53

## Salinas-Monterey, CA

### News Rating 10-Year History

6-700AM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	6	1	1	0	0	8
1988	7	2	0	0	0	9
1989	8	1	0	0	0	9
1990	7	0	0	0	0	7
1991	7	1	1	0	0	9
1992	7	2	0	0	1	10
1993	5	2	0	0	0	7
1994	12	2	0	0	0	14
1995	8	2	0	0	0	10
1996	11	2	0	0	0	13
Total	78	15	2	0	1	96
Average	7.8	1.5	0.2	0.0	0.1	9.6
% of Total	81.3%	15.6%	2.1%	0.0%	1.0%	100.0%

7-800AM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	30	14	4	0	0	48
1988	26	12	4	0	0	42
1989	25	8	9	0	0	42
1990	22	16	4	0	0	42
1991	16	12	6	0	0	34
1992	26	9	4	0	0	39
1993	20	14	5	0	0	39
1994	33	10	8	0	0	51
1995	18	12	4	0	0	34
1996	29	10	0	0	0	39
Total	245	117	48	0	0	410
Average	24.5	11.7	4.8	0.0	0.0	41.0
% of Total	59.8%	28.5%	11.7%	0.0%	0.0%	100.0%

Noon	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	2	0	0	0	0	2
1988	3	0	0	0	0	3
1989	3	0	0	0	0	3
1990	4	0	0	0	0	4
1991	1	0	1	0	0	2
1992	2	1	0	0	0	3
1993	0	1	0	0	0	1
1994	2	1	0	0	0	3
1995	2	0	0	0	0	2
1996	2	0	0	0	0	2
Total	21	3	1	0	0	25
Average	2.1	0.3	0.1	0.0	0.0	2.5
% of Total	84.0%	12.0%	4.0%	0.0%	0.0%	100.0%

5-700PM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	27	4	17	0	0	48
1988	45	8	7	0	0	60
1989	45	6	8	0	0	59
1990	47	5	4	2	14	72
1991	41	7	4	0	16	68
1992	49	8	4	0	17	78
1993	47	9	8	0	17	81
1994	55	7	8	2	16	88
1995	46	6	8	0	18	78
1996	54	7	8	0	20	89
Total	456	67	76	4	118	721
Average	45.6	6.7	7.6	0.4	11.8	72.1
% of Total	63.2%	9.3%	10.5%	0.6%	16.4%	100.0%

10-1100P	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	6	1	3	0	0	10
1988	8	3	3	0	0	14
1989	7	2	1	0	0	10
1990	6	2	2	2	4	16
1991	6	1	0	3	0	10
1992	5	2	3	4	0	14
1993	7	2	3	3	1	16
1994	8	1	3	5	1	18
1995	7	2	2	9	1	21
1996	9	1	2	7	1	20
Total	69	17	22	33	8	149
Average	6.9	1.7	2.2	3.3	0.8	14.9
% of Total	46.3%	11.4%	14.8%	22.1%	5.4%	100.0%

Grand T	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	82	22	32	0	0	136
1988	89	25	14	0	0	128
1989	88	17	18	0	0	123
1990	86	23	10	4	18	141
	KSBW	KNTV	KION	KCBA	KSMS	TOTAL
1991	71	21	12	3	16	123
1992	89	22	11	4	18	144
1993	79	28	16	3	18	144
1994	110	21	19	7	17	174
1995	81	22	14	9	19	145
1996	105	20	10	7	21	163
6 Year:						
Total	535	134	82	33	108	893
Avg	89.2	22.3	13.7	5.5	18.2	148.8
%	58.9%	15.0%	9.2%	3.7%	12.2%	100.0%

10 Year:						
Total	880	221	156	37	127	1421
Avg	88.0	22.1	15.6	3.7	12.7	142.1
%	61.8%	15.6%	11.0%	2.6%	8.9%	100.0%

Total Lo	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	32	5	20	0	0	57
1988	48	8	8	0	0	64
1989	48	7	6	0	0	61
1990	48	5	4	4	9	70
	KSBW	KNTV	KION	KCBA	KSMS	TOTAL
1991	48	9	3	3	6	67
1992	46	9	5	4	5	69
1993	48	9	8	3	14	80
1994	61	8	7	7	5	88
1995	50	7	7	9	6	79
1996	61	8	6	7	6	90
6 Year:						
Total	310	50	38	33	42	473
Avg	51.7	8.3	6.3	5.5	7.0	78.8
%	65.5%	10.6%	8.0%	7.0%	8.9%	100.0%

10 Year:						
Total	486	75	76	37	51	725
Avg	48.6	7.5	7.6	3.7	5.1	72.5
%	67.0%	10.3%	10.5%	5.1%	7.0%	100.0%

## **CERTIFICATE OF SERVICE**

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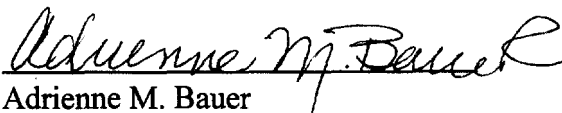
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